

BECKMAN'S

Furniture - Design - Home Staging - Gifts

SHIPPING WORLDWIDE



COME CELEBRATE

Karen Cramer's RETIREMENT

About Beckman's Home Furnishings

The owners of Beckman's, primarily an accessory and design center, in Kalispell Montana determined it was in the company's best interest to go out of business and close down after being in business for 5 years. They had moved 12 months ago into their larger own 3,000 sqft building.

Phase I The Event Theme

HIFSales determined to conduct a "retirement" event that would be switched over to a "going out of business" event, a sale within a sale. Karen Kramer would be retired from retail and she and her daughter would close the store forever.

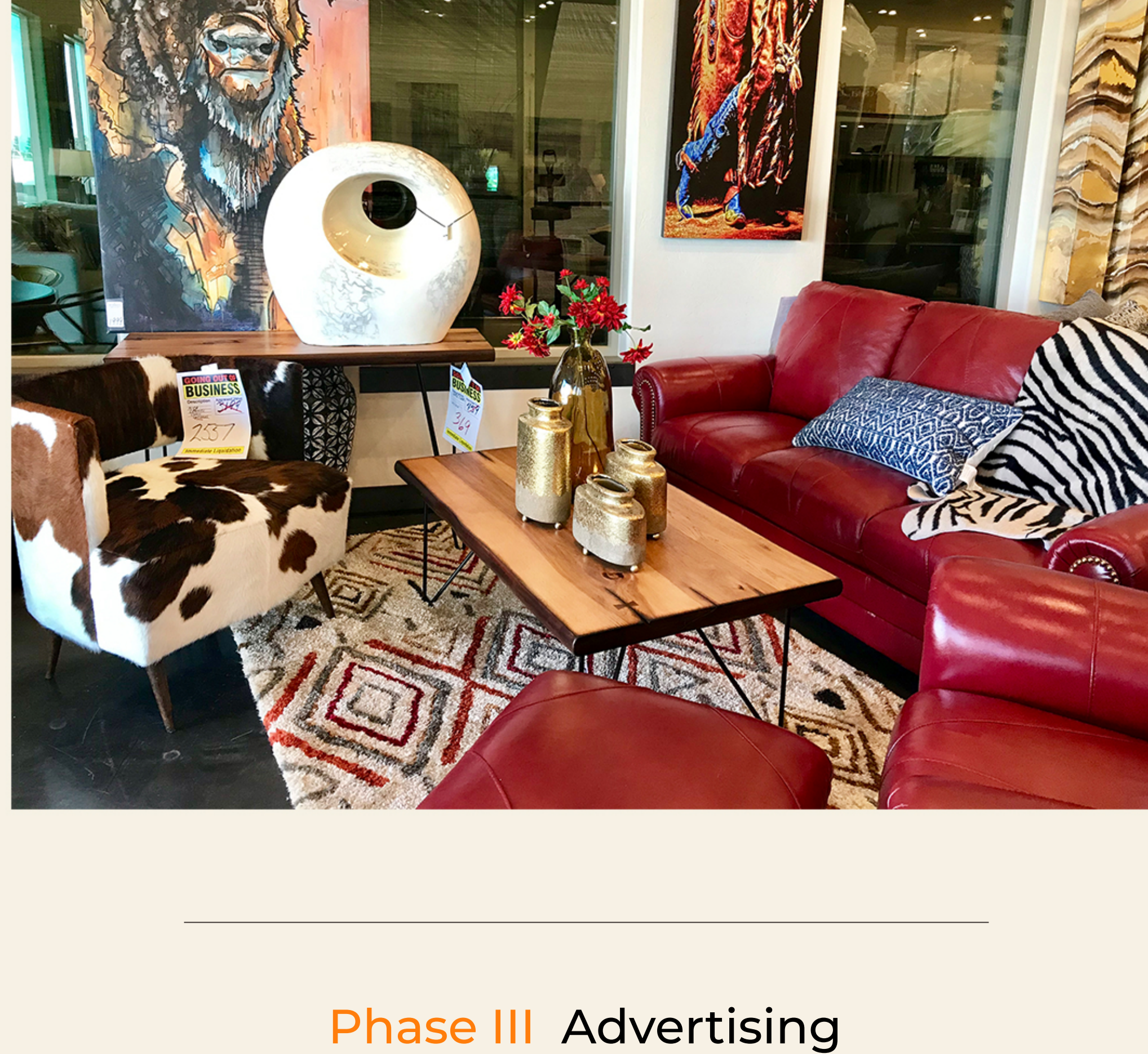
KAREN CRAMER'S



RETIREMENT

Phase II Merchandizing

HIFSales also helped to re-merchandise the store to create a more furniture feel to bring in bigger sales.



Phase III Advertising

Digital

HIFSales created images for their website and online store and optimized each site. HIFSales also leveraged Beckman's Facebook following with posts and live feeds. HIFSales also conducted two separate email campaigns first to their website and second to the customer base. 30% of the event's foot traffic was determined to come through the digital advertising.



Phase IV Advertising

Direct Mail

HIFSales conducted a direct mail campaign surgically designed to first, their customer base and second after reviewing demographics going down to the street level in various areas around their storefront.



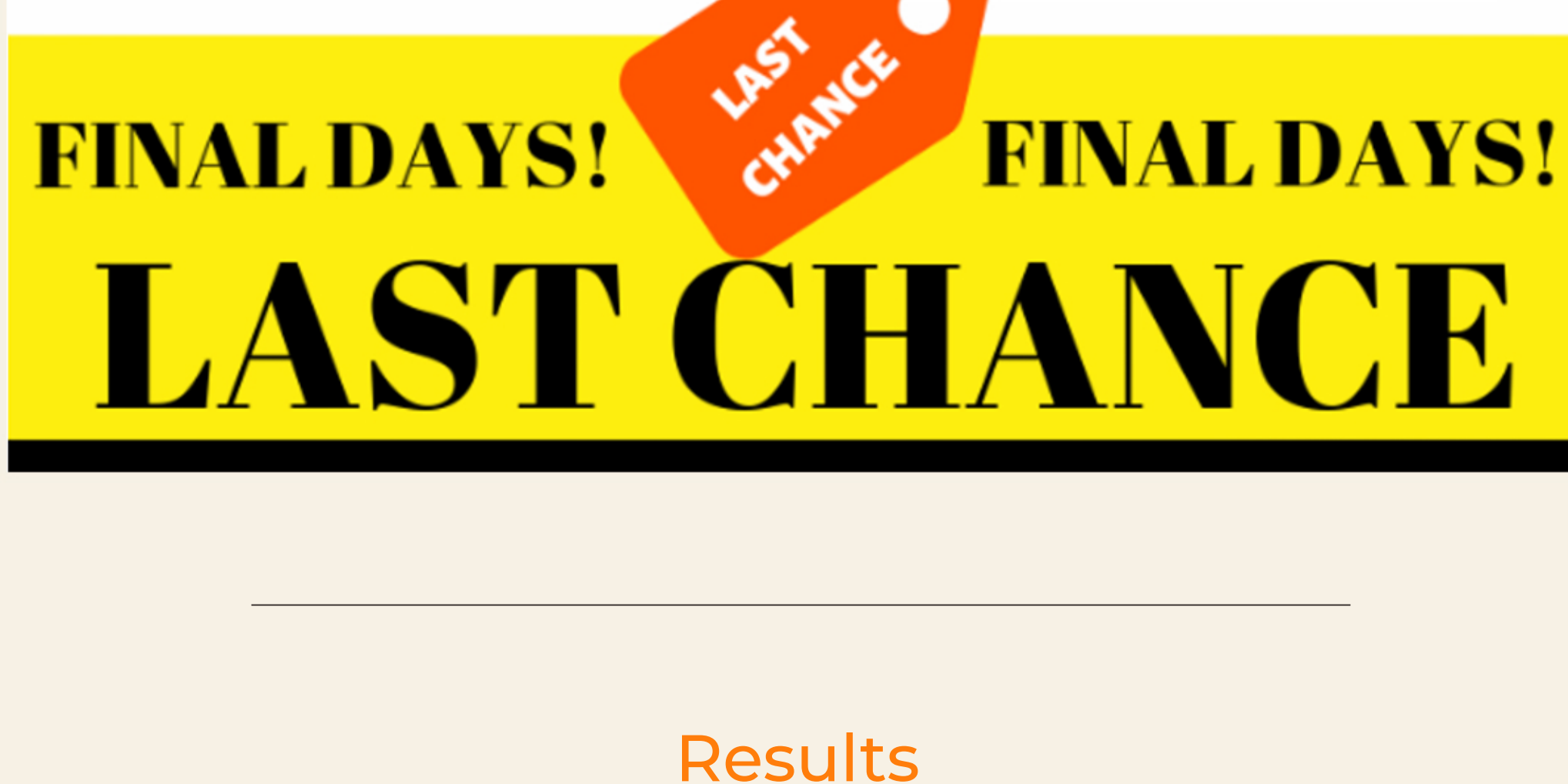
Phase V Retirement Party

HIFSales used a "retirement party" concept to make a special announcement to the preferred customer base that the sale would turn into a GOB. This helped energize the community and customer base as well as reinforcing the finality of the store closing.



Phase VI 14 Day Countdown

HIFSales conducted a count down through radio, Facebook live, Facebook posts, email and signage on a daily basis. The purpose of this was to bring in bigger tickets at a higher margin.



Results

Over the course of the event nine week event, HIFSales and Beckman's achieved the following together

\$545,000 dollars in sales

3.6% advertising

51% gross margin